

# Media Strategies and Publicizing *IAQ TfS* Successes



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# *So.... You're in the news....*

## Desirable:

- Paid Media
- Earned Media
- Unexpected Call for Positive Story

## Undesirable:

- Crisis
- Planned Attack
- Slow Newsday Victim



# ***Understanding the Media***

| <i><b>Format</b></i> | <i><b>Frequency</b></i> | <i><b>Deadline</b></i> | <i><b>Coverage</b></i>                         |
|----------------------|-------------------------|------------------------|--|
| <b>Newspaper</b>     | Daily                   | 8pm                    | Story: 2 quotes/1 point<br>Editorials - longer |
| <b>Magazine</b>      | Monthly                 | 4 weeks                | Longer format                                  |
| <b>Radio</b>         | Hourly                  | constant               | :07 second quote<br>:30 second story           |
| <b>Television</b>    | Daily                   | 4pm                    | :05-:15 second quote<br>1:15 story             |
| <b>Web</b>           | Weekly/Daily            | weekly/daily           | Longer format                                  |



# ***Who are the media - who makes the decisions ?***

**Reporters** new / seasoned / investigative / beat

**Writers** headlines / stories

**Producers** organization of the news

**Assignment Editors** 'call the shots'  
key decision-makers

**Editors** context / may render opinions

**News Directors** overall tone

**Publishers**



# ***What are they looking for ??***

In a positive story:

- Real People/Real Stories (kids & dogs)
- Great Visuals (location/location/location)
- Something interesting / story value

The “Who Cares” Test

- A “hook”
- A link to a “hot topic” of the moment
- Lots of facts
- Something “easy” to cover
- Good logistical planning
- Convenient time (for the media)



# ***What are they looking for ??***

In a negative story:

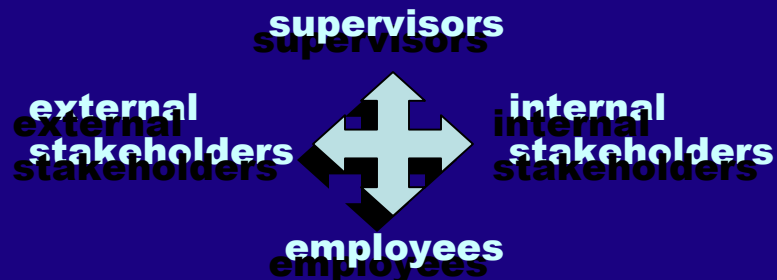
- A quick response
- Something “juicier” than they have
- Validation
- Information
- The “other” side of the story





# ***Some Up-Front Disclaimers...***

- Do Not Attempt This At Home !
  - *If you have a public relations department, USE IT!*
- High Risk = High Reward
  - *Low risk = low reward*
- Good overall communication mitigates need for crisis media plans
  - *The communications compass*



## ***Some Up-Front Disclaimers...***

- **Know your own comfort level**
- **Media are people too!**
- **You will make mistakes.... Learn from them**

▪ **“Resistance is Futile”**





# ***Ethics in Media...***

## ***Just What Do Reporters Look To ?***

- Seek Truth and Report It
- Minimize Harm
- Act Independently
- Be Accountable



*Source: Society of Professional Journalists*

*Getting Good Coverage*

**– PROMOTE –**

*Avoiding Bad Coverage*

**– PLAN –**

*Making the best of a Crisis*

**- PACIFY –**



# ***Earned Media STRATEGIES***

- Build Relationships / know the reporters
- Have information readily on-hand
- “Evergreen” story ideas
- Be responsive – they’ll come back
- Be trustworthy
- Have a plan / be strategic



# ***Earned Media STRATEGIES***

- Pick a slow news day
- Have a clear message / vision for the story
- Have good interview subjects / real people
- Demonstrate control of the issue
- Don't ignore a crisis – better to strike first
- Uncertainty leads to speculation which leads to misperception
- Follow-up! – especially for magazine stories – key to story control
- Accept that you have NO control



# ***Earned Media TACTICS***



- Offer an exclusive

- Leverage relationships with media



- A picture is worth 1,000 words



- Have an advocate call for you



- Editorials / Editorial Boards

- Letters to the Editor

- Media Event

- Planned 'leak'

- Prepare Questions/Answers as a “dry run”



# ***Earned Media TACTICS***

- Know how to “pitch” your story
  - Have a concise point / the “elevator” speech
  - Offer good visuals
  - Call, don’t rely on a news release/advisory
- Logistics are key
  - Location, location, location
  - Power./ Lighting
  - Script / timing
  - Good visuals / audio?
  - Releases from parents.
  - Web tie-ins
  - News Release (*the “8<sup>th</sup> grade” standard*)
- Don’t get overrun by a FOIA (*freedom of information act request*)



# *IAQ TfS Communications Guide*

- Great Resource
- Case Studies
- Proactive / Responsive Communication
- Internal/External Communication
- Quick Facts / Resources







## ***The ZEN of news***

- People generally believe what they read/hear
- However, people trust others more than they trust news outlets
- In a controversy – use the Skidding Car Approach

Turn into the skid – don't be defensive, be **CONCERNED**

- Credibility still counts
- The Rules for when and how to go “Off The Record”



# *Current News Trends*

- News is a Business – don't forget it!
  - Market Research Driven
  - The Nielsen Ratings and what they mean
  - Circulation and Advertisers
- Ethics rules governing news
- The fading “CBS” Trend
- The growing “FOX” Trend
- Shorter attention spans
- Local news is an endangered species
  - The “USA Today” Phenomenon
  - The Cable Channel Phenomenon
  - The Internet Revolution



# ***Crisis Media ... Scenario 1 - REACTION***

A BAD STORY JUST RAN... WHAT DO YOU DO?

- Demand a retraction

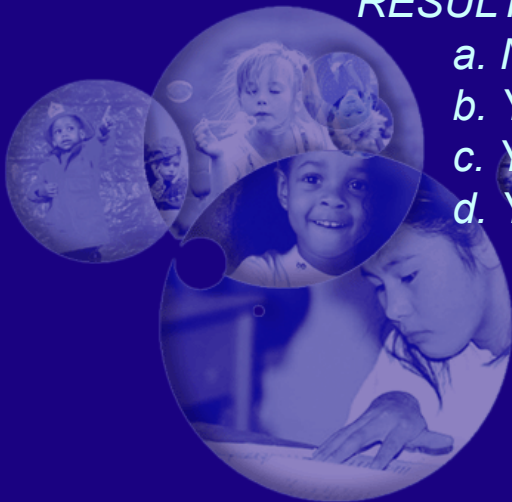
*RESULTS:*

- a. Nothing*
- b. Another story runs rehashing the bad story*
- c. You antagonize the reporter*
- d. You get a clarification – 2 lines buried in the back*
- e. It actually works*

- Try and work with the reporter

*RESULTS*

- a. Nothing*
- b. You get another story, only slightly better*
- c. You get a clarification – 2 lines buried in the back*
- d. You get a better story*



# ***Crisis Media ... Scenario 1***

A BAD STORY JUST RAN... WHAT DO YOU DO?



- Let it pass

*RESULTS:*

- a. Nothing*
- b. People will forget in time*
- c. People don't forget and you suffer the consequences*

- Let it pass and follow-up later

*RESULTS:*

- a. People remember the last thing they heard*
- b. You maintain relationship with media*
- c. You have a good shot at getting your point out*
- d. They run another bad story*

- Use Other Channels (newsletter, word of mouth, web)

*RESULTS*

- a. School Newsletters VERY effective*
- b. You control the response*
- c. In extreme cases – USE PAID MEDIA*



# ***Crisis Media ... Scenario 2***

## ***– DAMAGE CONTROL***

A CRISIS ERUPTS..... WHAT DO YOU DO?

- **Never Answer Unprepared**

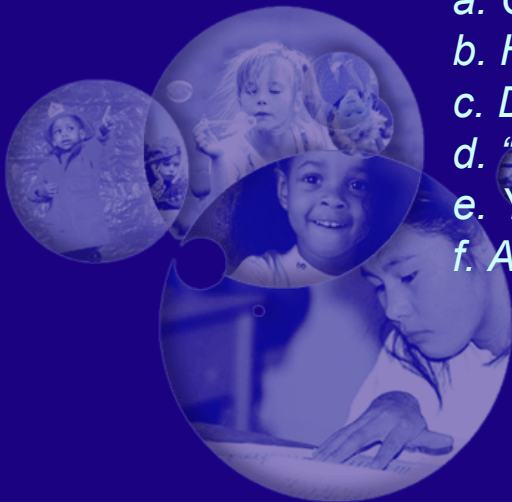
- a. Get contact information, say you'll get back*
- b. GET BACK !*
- c. A vacuum WILL be filled*

***GET IT RIGHT THE FIRST TIME***

- d. Get information quickly – be fair and informative*

- **Schedule a News Conference**

- a. Get time/place out quickly*
- b. Have a message*
- c. Deliver your message*
- d. "Lather, rinse, repeat"*
- e. You DON'T have to answer the question !*
- f. Always, always use your PR professional (if you have one!)*



# ***Crisis Media ... Scenario 3 – “FESSING-UP”***

A MISTAKE WAS MADE..... WHAT DO YOU DO?

- Deny it ?
- Defend it ?
- Place the blame elsewhere?
- Give a long explanation ?
  - CASE STUDY: The budget quote of the year*
- Accept and apologize
- Best approach:

EMPATHY

ATTENTIVENESS

EDUCATION



## ***Now... Let's see what you've got !***

- You are a spokesman for the ABC School
- The media received a call that 15 elementary students went home, reportedly sick from the smell of mold
- A recent inspection of the school revealed a lack of adequate maintenance on school air ducts
- The Board has not yet approved any extra funds to mitigate problem



***THE PHONE IS RINGING..... What do you do ?***





***It's Your Turn !***

# **Q&A**

